

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----181716Z 124994 /43

R 181639Z APR 77
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 7469
AMCONSUL BREMEN
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH

UNCLAS SECTION 01 OF 02 BONN 06645

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - STA-LUBE INC., COMPTON, CAL.

REF: EID OP. MEMO, 12/29/76 (REC. BONN 2/24/77)

THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY THE
FOREIGN SERVICE POSTS AND HAVE EXPRESSED THEIR INTEREST:

MEENTZEN & FRANKE
HINTER DER MAUER 9
POSTFACH 10 33 09
2800 BREMEN 1
CONTACT: MR. KLAUS KLAR
PHONE: 0421-363 12 34
TELEX: 0244391
COMMENT: THE FIRM WAS FOUNDED IN 1884 AND IS A LEADING
WEST GERMAN IMPORTER AND DISTRIBUTOR OF SOLID AND
LIQUID FUELS AND LUBRICANTS. EMPLOYS STAFF OF 30;
ANNUAL SALES ABOUT DM 150 MILLION. FIRM IS INTERESTED
IN ACTING AS SALES REPRESENTATIVE FOR STA-LUBE, INC.
FOR ALL OF WEST GERMANY.

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OSWALD E. BOLL
ROTHENBAUMCHAUSSEE 140
2000 HAMBURG 13
CONTACT: MR. PIONTEK
PHONE: 040 - 44 16 21
TELEX: 0215422

COMMENT: FIRM WAS FOUNDED IN 1943. IMPORT/EXPORT
OF INDUSTRIAL LUBRICANTS AND SPECIAL MULTI-PURPOSE
GREASES.

DANIEL & JAEGER

ROTEBUEHLSTR. 89/2

7000 STUTTGART 1

CONTACT: DR. HELMUTH STIPERNITZ

PHONE: 0711-61 06 38

TELEX: 722 223

COMMENT: GERMAN FIRM EXPRESSED INTEREST AND WILL
CONTACT US FIRM DIRECTLY. FIRM IS MEDIUM-SIZED,
ACTIVE AS WHOLESALE AND IMPORTER FOR MATERIALS USED
IN MAINTENANCE OF EQUIPMENT AND MACHINERY IN INDUSTRY;
VERY SPECIALIZED HAS STAFF OF 30. ANNUAL SALES:
DM 4-5 MILLION. BRANCH OFFICE IN PIRMASSEN. 4 AGENCIES
IN BADEN-WUERTTEMBERG AND BAVARIA. ALREADY REPRESENTS
OTHER US COMPANIES.

OEL- UND LACKWERKE MEGUIN GMBH

6630 SAARLOUS-FRAULAUTERN

CONTACT: HERR HIRSCHBACH

PHONE: 06831-80055-8

COMMENT: THIS GERMAN MANUFACTURING COMPANY HAS
INDICATED ITS GENERAL INTEREST IN THE PRODUCT LINE OF
STA-LUBE INC. AND WISHES TO RECEIVE ADDITIONAL
INFORMATION.

OELWERKE BOUS A. DREESEN & CO.

OELWERKSTRASSE

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6620 BOUS/SAAR

CONTACT: DR. DREESEN

PHONE: 06834-1088

COMMENT: THIS GERMAN MANUFACTURER HAS INDICATED
GENERAL INTEREST IN STA-LUBE PRODUCTS AND ANTICIPATES
TO RECEIVE A DIRECT REPLY FROM THE US COMPANY.

RAINER CHEMISCHE FABRIK GMBH & CO.

6751 WEILERBACH

CONTACT: HERR PREY

PHONE: 06374-1362

COMMENT: GERMAN COMPANY INDICATED INTEREST IN US
FIRM'S PRODUCT LINE, SPECIFICALLY UNDER A POSSIBLE
LICENSING ARRANGEMENT AND ANTICIPATES A REPLY
DIRECTLY FROM STA-LUBE.

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-----181716Z 125037 /43

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FM AMEMBASSY BONN
TO USDOC WASHDC
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AMCONSUL BREMEN
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH

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AMCONSUL FRANKFURT ALSO PROVIDED THE FOLLOWING COMMENT:

THE GERMAN MARKET FOR INDUSTRIAL OILS AND GREASES
IS REPORTEDLY HIGHLY COMPETITIVE WITH REGARD TO
PRODUCT QUALITY, TERMS OF DELIVERY, PRICES, AND
BONUSES, WHEREBY POTENTIAL MANUFACTURERS WITH GRADE 1
PRODUCTS ALWAYS DIRECTLY ENGAGE IN MARKETING AND
DISTRIBUTION.

IN VIEW OF THE PARTICULARITIES AND DIFFICULTIES OF
THIS HIGHLY SPECIALIZED MARKET, STA-LUBE MIGHT WISH
TO CONSIDER A JOINT VENTURE ARRANGEMENT, A LICENSING
APPROACH, OR A DISTRIBUTORSHIP ARRANGEMENT THROUGH
A SUITABLE DOMESTIC MANUFACTURER RATHER
THAN INSISTING ON ITS ORIGINAL CONCEPT OF DIRECT
DISTRIBUTION OF FINISHED PRODUCTS FROM THE US
THROUGH GERMAN STOCKING DISTRIBUTORS. WITH ONLY
ABOUT 150 FIRMS, THE TOTAL NUMBER OF INDEPENDENT
MANUFACTURERS IN WEST GERMANY OF SPECIAL INDUSTRIAL
OILS AND GREASES, NOT CONTROLLED BY LARGER NATIONAL
OR INTERNATIONAL ENTERPRISES, IS RELATIVELY SMALL.
THREE SUCH COMPANIES, LISTED ABOVE, ARE LOCATED IN
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THE FRANKFURT CONSULAR DISTRICT. IN ORDER TO GET AN

OVERVIEW OF NAMES AND ADDRESSES OF ALL THE OTHER WEST
GERMAN INDEPENDENT MANUFACTURERS OF SPECIAL INDUSTRIAL
OILS AND GREASES, THE FOLLOWING REFERENCE BOOK SHOULD
BE CONSULTED: JAHRBUCH FUER BERGBAU, ENERGIE- UND
MINERALOELCHEMIE; PUBLISHER: GLUECKAUF VERLAG, ESSEN;
ISB NR. 3 7739 0192 5; PRICE: APPROX DM 30.00.

ALSO, STA-LUBE MIGHT WISH TO CONSIDER ADVERTISING IN
WEST GERMANY'S ONLY INDUSTRIAL OIL MAGAZINE "MINERALOEL"
READ BY INDUSTRIAL PROCUREMENT MANAGERS, PLANT ENGINEERS,
AND MAINTENANCE PERSONNEL. (ADDRESS: "MINERALOEL"
ANZEIGENVERWALTUNG MINERALOELTECHNIK, BUCHTSTRASSE 8,
D-2000 HAMBURG-76, CONTACT: HERR EDER).

APPROVING OFFICER: DENNIS H. OBERMAYER, COMMERCIAL
OFFICER.
STOESSEL

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
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Concepts: n/a
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Enclosure: n/a
Executive Order: N/A
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Original Handling Restrictions: n/a
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Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
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Secure: OPEN
Status: NATIVE
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TAGS: BEXP, GE
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/47cacba3-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009